

**W**ith a total estimated population of 1,201,900 as of January 1, 1998, the City of San Diego is the sixth largest city in the nation and the second largest city in California. Since 1980, the City's population has increased by 326,000, or approximately 18,100 residents annually. While the rate of growth has slowed in recent years, the City still grew by 14,000 in 1996.

## QUALITY OF LIFE

A major factor contributing to San Diego's steady growth is the quality of life. Based on the most recent citizen survey, 78% of citizens rate their quality of life as good or excellent. Besides having one of the world's most favorable climates, the City offers a wide range of cultural and recreational services to benefit both residents and visitors. With mild temperatures year round, the City's many beaches, parks, tennis courts, and golf courses are in constant use.

## CENTER FOR EDUCATION & RESEARCH

San Diego is also a center for education and research, with both public and private colleges and universities. The University of California at San Diego (UCSD), San Diego State University (SDSU), and the University of San Diego (USD) are three major universities in the City. The City is served by many community colleges offering academic courses and vocational training, with the vocational courses often customized to meet the special needs of area employers. There are 186 public schools in the San Diego Unified School District, including 26 children centers, 114 elementary schools and 46 middle, junior high, senior high, vocational, or special schools.

## ECONOMIC DIVERSITY

Another factor in the City's growth has been the diversification of its economy. The City's economic base, which in the past was reliant on federal defense spending, has undergone a transformation in recent years. A result of this transformation is a new economic foundation based on four major areas: international trade, high tech manufacturing, professional services, and a tourism industry with a strong convention trade component. Each of these areas has continued to

register growth despite the recession, and together they should provide the basis for the City's future economic growth.

## INTERNATIONAL TRADE

San Diego's emergence as a center for international trade is partially due to the Port of San Diego. The Port of San Diego offers world class maritime facilities built around one of the world's great natural harbors.

International trade activity has also been helped by the City's immediate proximity to Mexico, a major U.S. trading partner. Mexico's rapidly growing economy is dependent on U.S. manufactured products to support development of its new industrial base. Reflecting the San Diego-Mexico connection is the rapid growth of the City's industrial complex located in the Otay Mesa area next to the Border. Many of these facilities are twin plants, or "maquiladoras" with operations both in the U.S. and Mexico. The recognition of Tijuana as a sister city and the execution of a joint memorandum of understanding between the cities' two mayors is symbolic of an increasing economic interdependence between the cities.

## TOURISM

The City of San Diego is the focal point for tourism in the region. Major attractions located in the City include the world-renowned San Diego Zoo, the San Diego Wild Animal Park, and Sea World. Other attractions include the Cabrillo National Monument on Point Loma; Balboa Park, home of the Zoo and a host of other cultural and recreational activities; downtown's historic Gaslamp Quarter; and Old Town State Park. San Diego's cruise ship industry is another important sector of the local visitor industry.

San Diego's long established tourism industry entered a new phase in 1989 with the opening of the San Diego Convention Center. Since its opening, over 309 major conventions have been held with more than 1.8 million people attending. Plans are underway to double the capacity which will increase the number of conventions. Currently, the Convention Center has 250,000 square feet of exhibit space, a 40,000 square

foot ballroom and a 100,000 square foot special events area. The Convention Center expansion project will add another 860,000 square feet to the facility including 526,000 square feet of additional exhibit space.

# MAJOR EVENTS

Besides the many permanent attractions available to visitors, San Diego has also been the host to several major sporting events. The City held the 1992 America's Cup, with an estimated economic benefit of \$300 million, and the 1992 Major League All-Star Game. The City was the host to Super Bowl XXII, held in January 1988, and has been selected to hold Super Bowl XXXII, scheduled for January 1998. Additionally, the City was the proud host of the 1996 Republican National Convention.

# TRANSPORTATION

Underlying all components of the San Diego economy is a modern and well-maintained transportation system. This complex system of freeways and surface streets make it possible to go from one end of the City

to the other in less than 30 minutes. Passage in and out of the region is provided by four major freeways running north and south and four freeways running east and west. San Diego is served by the San Diego International Airport at Lindbergh Field, a major commercial airport that handled 6,859,472 airport arrivals in 1996.

Besides its system of freeways and surface streets, the City, in cooperation with the San Diego Metropolitan Transit Development Board (MTDB), has established a light-rail system that connects San Diego's downtown with outlying communities in the eastern and southern portions of the county. The trolley system is steadily expanding, with plans to eventually provide a regional commuter rail service. The trolley line to the Stadium will be completed in time for Super Bowl XXXII in January 1998.

The City's high quality of life, educational opportunities, and diversified economy will enable San Diego to continue in its role as a regional and national leader into the 21st Century.

# BASIC DATA

PROPOSED  
FY 1998

GENERAL *	
Population (projected as of January 1, 1998)	1,201,900
Median Age (1995 SANDAG)	32.1
Housing Units (estimated as of January 1996)	454,506
Median Household Income (1995 SANDAG)	\$35,177
Ethnicity – Persons (1995 SANDAG)	
Total	100.0%
Hispanic	22.6%
Non Hispanic	77.4%
White	55.8%
African American	8.7%
Asian/Other	12.9%
Area of City (square miles, July 1, 1995)	331.00
Land Use:	
Residential	27%
Public/Semi-Public	30%
Commercial/Industrial	9%
Agricultural	10%
Vacant	24%

\*Projected through June 30, 1998, unless otherwise noted.

**GENERAL (CONTINUED)** **PROPOSED  
FY 1998**

Miles of Streets	2,781
Miles of Sidewalks	4,492
Number of Recreation Centers	47
Number of Playgrounds and Other Staffed Recreation Centers	85
Gross Acres in Park and Recreational Sites Maintained by Park and Recreation Department (excluding water acres)	24,441
Number of Libraries	34
Library Books and Audio-Visual Materials	2,597,823
Tons of Refuse Collected	314,000
Tons of Refuse Received at the Landfill	1,418,280

**PUBLIC SAFETY\***

Fire Equipment: Number of Fire Stations	43
Pumpers	58
Aerial Ladder and Elevated Platform Trucks	19
Crash Rescue (Airport)	6
Brush Rigs	11
Water Tenders	2
Auxiliary Vehicles	11
Fire Hydrants	22,226
Lifeguard Equipment: 4-wheel Drive Vehicles	20
Surf Rescue Patrol Vessels	6
Fire Boats	2
Inflatable Rescue Boats	4
Personal Watercraft	6
Multi-Purpose Emergency Rescue Vehicle (MERV)	1
Police Equipment: Police Vehicles	1,267
Motorcycles and Scooters	86
Horses	7
Dogs	45
Aircraft	6
Police Stations	9
Signalized Intersections	1,335

**WATER DEPARTMENT AND METROPOLITAN WASTEWATER\***

Miles of Water Mains	2,628
Number of Meters in Service	253,115
Water Distribution System Demand (Millions of Gallons)	85,360
Number of Impounding Dams and Reservoirs	10
Number of Water Treatment Plants	3
Miles of Sewer Mains	2,555
Millions of Gallons of Sewage Treated Per Day	186

\* Projected through June 30, 1998, unless otherwise noted.

# CITY EMPLOYEES PER 1,000 POPULATION

FISCAL YEAR	NO. OF EMPLOYEES <sup>1</sup>		CITY POPULATION	EMPLOYEES PER 1,000 POPULATION <sup>1</sup>	
	General Fund	Total City		General Fund	Total City
1960	3,321	4,198	571,767	5.81	7.34
1970	4,570	5,407	696,500	6.56	7.76
1980	5,246	6,187	875,538	5.99	7.07
1990	6,565	8,852	1,110,549	5.91	7.97
1991	6,931	9,249	1,128,500 <sup>2</sup>	6.14	8.20
1992	7,153	9,687	1,150,600 <sup>2</sup>	6.22	8.42
1993	6,977	9,490	1,171,600 <sup>2</sup>	5.96	8.10
1994	6,893	9,484	1,186,700 <sup>2</sup>	5.81	7.99
1995	6,797	9,521	1,199,000 <sup>2</sup>	5.67	7.94
1996	6,715	9,655	1,213,000 <sup>2</sup>	5.54	7.96
1997	6,724	9,699	1,218,700 <sup>2</sup>	5.52	7.96
1998	6,717	9,786	1,201,900 <sup>2</sup>	5.59	8.14

<sup>1</sup> Fiscal Years 1980 through 1998 include both regular and grant-funded employees. See Schedule III in the Department Detail Volumes for breakdown by funding category.

<sup>2</sup> These figures are January 1 estimates which are based on the Federal Census counts of official State Department of Finance estimates of population.

